



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **08/22/12-08/28/12**

Contract / Revision **308440 /**

Original Date / Revision
08/20/12 08/21/12

Advertiser **Citizens Protecting Michigar**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	24	\$15,895.00	\$18,700.00	0.00	07/30/12	08/26/12	24	\$15,895.00	\$18,700.00
September 2012	18	\$11,985.00	\$14,100.00	0.00	08/27/12	08/28/12	18	\$11,985.00	\$14,100.00
Totals	42	\$27,880.00	\$32,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	08/22/12	08/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111---	:30	4	\$1,600.00	P-4	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	1111---		4				\$1,600.00		0.00			
N 2	WXYZ	08/22/12	08/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	111-1--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	111-1--		4				\$400.00		0.00			
N 3	WXYZ	08/22/12	08/28/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00



WXYZ

Print Date: 08/29/12

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Contract / Revision **308440** Flight Dates **08/22/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/21/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/22/12	08/28/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	11111--					5	\$650.00		0.00			
N 4	WXYZ	08/22/12	08/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	11111--					5	\$650.00		0.00			
N 5	WXYZ	08/22/12	08/28/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1111---	:30	4	\$700.00	P-4	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	1111---					4	\$700.00		0.00			
N 6	WXYZ	08/22/12	08/28/12	12-1pm M-F 12-1pm	CM	12-1pm	111-1--	:30	4	\$450.00	P-4	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	111-1--					4	\$450.00		0.00			
N 7	WXYZ	08/22/12	08/28/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	11111--					5	\$800.00		0.00			
N 8	WXYZ	08/22/12	08/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	11111--					5	\$900.00		0.00			
N 9	WXYZ	08/22/12	08/28/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	11111--					5	\$900.00		0.00			
N 10	WXYZ	08/26/12	08/26/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	-----S					1	\$700.00		0.00			
Totals														42	\$32,800.00